

May 15<sup>th</sup>

Toronto, May 15, 1924

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



MOUNT ROBSON, FROM THE SHORE OF BERG LAKE

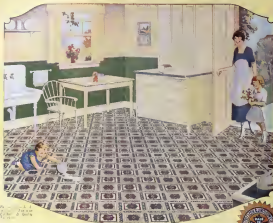
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Publishing Company Limited Toronto Montreal Winnipeg

\$2.00 a Year

# DOMINION LINOLEUM

*for all your floors*



## A Kitchen That Any Good Housewife Might Well Envy!

Yes, and if because of its clean, smooth, good-looking floor of linoleum. How well the attractive pattern, with its warm, welcoming harmonies with the rest of the room, is built on a set of spring linoleum, its apertures surface impacts!

Yes, the lot has floor that every housewife wants, because it is practical. It is the only floor that is so easy to clean, so easy to keep. The sudden can mop up its "tooth" (which is not a "tooth" at all) and the sudden can mop up its "tooth" (which is not a "tooth" at all) and the sudden can mop up its "tooth" (which is not a "tooth" at all).

Domestic Linoleum is waterproof and resistant. When well laid it gives years of satisfactory service—and, in cost, is surprisingly low.

Ask your linoleum store to exhibit their stock of Domestic Linoleum and Domestic Linoleum Rugs—right in their store—and select the one you like best. In addition to their stores they will exhibit many others for your inspection.

The linoleum is not on the floor of all your new houses. For this reason, the linoleum is not on the floor of all your new houses. For this reason, the linoleum is not on the floor of all your new houses.



Domestic Linoleum Rugs  
Patented 1917



Domestic Linoleum  
Patented 1917



MASTER SIX 24-44 SPECIAL



## Power to Go and the Ability to Stop

**ACCELERATION** and deceleration—these are the two factors which determine the efficiency of a motor car.

In the improved Master-Six valve-in-head motor is a speed of 70 miles an hour. The longer stroke gives greater power; the complete, automatic engine lubrication, and many other improvements add to the accepted high standard of the McLaughlin-Buick engine.

Here is a car with power to go, yet with the ability to stop. The McLaughlin-Buick, perfected Four-Wheel Brakes reduce by half the distance required for stopping—eliminate the danger of skidding—afford greater ease of control in and out of traffic.

McLAUGHLIN MOTOR CAR CO., Limited, OSHAWA, ONT.

Dealers in London, Ont.

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# McLAUGHLIN-BUICK







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**R**ECENTLY a man left his car in the hands of a mechanic and he was told that he was not a good driver. He was told that he was not a good driver. He was told that he was not a good driver.

Why? Because he knew from experience that one must first learn to drive before he is capable of handling other money matters. Experience is the only way to learn to drive. Experience is the only way to learn to drive.

We advise you to make your start now with

**The BANK OF TORONTO**

Capital \$1,000,000 Reserve \$1,000,000

Branches 144

JAMES H. LAMONT, General Manager

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that makes your car just right is

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It says the world has lost it. It is to be the world's most important factor in making Vancouver a great port, and it is to be the world's most important factor in making Vancouver a great port, and it is to be the world's most important factor in making Vancouver a great port.

It is to be the world's most important factor in making Vancouver a great port, and it is to be the world's most important factor in making Vancouver a great port, and it is to be the world's most important factor in making Vancouver a great port.

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## Take These Brilliant Lights With You!



**Coleman Quick-Lite**

The Candle in the Night

## BUSINESS MEN ARE WORRIED BY POLITICS

By HERBERT DOPE

THE Canadian business men have been worrying themselves in a worrying way about the political situation in Canada, in the United States, and in the United Kingdom, and in the United Kingdom, and in the United Kingdom.

There is no doubt that the Canadian business men are worried by the political situation in Canada, in the United States, and in the United Kingdom, and in the United Kingdom, and in the United Kingdom.

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Studebakers are distinguished by their distinctive style. Before anyone else, Studebakers are distinguished by their distinctive style. Before anyone else, Studebakers are distinguished by their distinctive style.

## Coachmaker to the Canadian Aristocracy

The aristocracy are a class of men who are distinguished by their distinctive style. Before anyone else, Studebakers are distinguished by their distinctive style. Before anyone else, Studebakers are distinguished by their distinctive style.

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**"CANADIAN CANOES"**

Good Old Canadian Canoes

Canoeing is a sport that is enjoyed by many people. It is a sport that is enjoyed by many people. It is a sport that is enjoyed by many people.

## STUDEBAKER

WALKER, HARRIS & CO.

1000 BAYVIEW AVE. TORONTO, ONT.

THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILES







































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for the Manufacturers of Exide Batteries

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When you get down to brass tacks, that's about all you ask from a battery.

You do want dependable, plentiful power whenever you need it, and you *don't* want worry and inconvenience and repair bills.

You don't want to be wearied with long, technical talk on battery construction, but you *do* want to experience results.

You don't want to be told—you want to be shown! Exide batteries are made for such as you.

They are built to yield the maximum in time and dependability of service at a minimum in upkeep. Many thousands of the Exide Batteries now in use have been on the job for unbelievably long periods.

Ask for an Exide and get it. Prices are from \$19.35 up, according to size and geographical location.

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# Exide

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**BATTERIES**

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**RADIO** Try an Exide Radio Battery on your radio set. You will be surprised at the difference it makes in the clearness of reception.

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Turn to page 62

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which contains all of  
Shakespeare's plays,  
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Page 62 for  
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## Maybe Adam Laughed at These



**Unfortunate**—He "What do you  
mean, you're a great man?"

**Know her to know**—Do you still in-  
clude her?"

**The Young Man**—First Lady, first  
do you believe there's a man?

**Amusing**—He's a man, first do you  
believe there's a man?

**He's a man**—He's a man, first do you  
believe there's a man?

**He's a man**—He's a man, first do you  
believe there's a man?

**He's a man**—He's a man, first do you  
believe there's a man?

**He's a man**—He's a man, first do you  
believe there's a man?

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believe there's a man?

**He's a man**—He's a man, first do you  
believe there's a man?

HE quiet, powerful,  
easily accessible *Star*  
engine is enclosed in  
the handsomest body ever  
placed on a low-priced car.  
In every feature of design  
the new *Star Car* gives  
evidence of that full measure  
of enjoyment and service  
that its performance so simply  
bears out.

DEALERS AND SERVICE STATIONS EVERYWHERE

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*The Aristocrat of Low Priced Cars*



*"Key, diddle, diddle this answers the riddle  
Why the dish ran away with the spoon  
My spoon is a brand which none can  
withstand.  
The little boy laughed to the moon."*

### *Attractive table setting for every meal— Yet costs but little*

Six substantial teaspoons, only \$1.75.

Tablespoons, soup spoons, butter spreaders, knives, forks and all the other pieces can be bought at prices equally low.

And that is why this good, long-wearing table silver has come to be spoken of as EVERY DAY silverplate: It costs so little and lasts so long.

Both the Mayfair and La France patterns are unusually handsome. And our guarantee of satisfaction without time limit assures you that this plate will give long service and be suitable for EVERY day, EVERY meal.

### COMPARE THE PRICES

Teaspoons \$1.75 per set of six—other pieces in proportion.

# Wm. Rogers & Son Silverplate

*Mayfair  
Pattern*

*La France Pattern*

TEASPOONS  
\$1.75 per 6 set.  
MEDIUM FORKS  
\$3.50 per 6 set.  
MEDIUM KNIVES  
Potted blades 14 DW.T.  
\$4.50 per 6 set.

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